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HOME -> List Services Corp. to Manage PCH Files

# LIST SERVICES CORP. TO MANAGE PCH FILES

Posted on March 20, 2002 by Chief Marketer Staff

Publishers Clearing House is expected to announce next week that List Services Corp. has been named to manage its mailing lists. The files will be available April 1, sources said.

The files include magazine buyers, merchandise buyers, sweeps nos entries and [pch.com](#) buyers and entrants, Linda Gewirtz, senior director-prospect marketing for PCH, told DIRECT Newsline in February. No counts were available.

At least three companies were thought to be in contention for the files: List Services Corp., Bethel, CT., Direct Media Inc., Greenwich, CT. and Walter Karl, Pearl River, NY, sources said.

Officials at PCH could not be reached for comment Wednesday.

The Port Washington, NY-based PCH has not had lists on the market since the early 1990s, when it marketed its sweeps nos and merchandise files. The files were available for only a brief period when the company withdrew them because of concerns about the privacy issue. The firm hopes to generate revenue and to open the door to list exchanges by making the files available.

PCH has diversified beyond selling magazine subscriptions and now offers general merchandise, collectibles and home entertainment products like books and videos.



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